

ADVERTISERS TOLD PUBLIC RAVENOUS FOR MERCHANDISE

Income Has Shrunk, But Consumer Demand Remains—Association Plans Ad Research Foundation

ATLANTIC CITY, N. J., Nov. 22.—(AP)—Paul M. Hollister, executive vice-president of R. H. Macy and Co., New York, today told the 25th annual convention of the Association of National Advertisers that because all income has shrunk advertisers have fallen into the error of concluding consumer demand has dwindled.

"It is as plain as the nose on my face that the only thing depression could not kill was consumer demand for the goods you make, the goods we sell," he said.

Passion for Goods.

"There never was such a passion for the possession of goods as there is today. The depression did not stifle demand—it starved it to a point where today it is ravenous."

He pointed out that despite this demand merchants and manufacturers have been endeavoring to raise the price of goods beyond what the consumer can pay.

Speaking of "where we go from here," Allyn B. McIntyre, president of the association, announced that the A. N. A. had completed plans to set up an advertising research foundation as an advisory and guiding body for other advertising organizations and individuals.

McIntyre set forth three aims of the foundation:

1. Mutual co-operation between all established advertising factors.
2. The sound development of advertising and—through the establishment of better methods and practices—the furtherance of American business.
3. The direction, supervision and guiding the work of those major advertising researches which offer promise of providing results of the greatest value to the greatest number.

BIDS ON HIGHWAY PROJECTS OPENED DECEMBER SIXTH

SALEM, Ore., Nov. 22.—(AP)—Bids on six highway projects in five counties will be opened at the meeting of the highway commission December 6 at Portland, it was announced here today. The work will cost an estimated \$350,000. More bids will be awarded at a meeting to be held December 20.

Douglas county will get two of the jobs, the others being in Coos, Multnomah, Polk and Umatilla counties. Paving of a portion of 82nd street in Portland and construction of the Wallace bridge on the Dallas-Coast highway are included. The projects are as follows:

Coos County: Golden avenue-Johnson avenue unit, Marshfield section of Oregon Coast highway, 0.34 mile pavement widening and resurfacing.

Douglas County: Bolon Island section of Oregon Coast highway, 0.39 mile grading; also Roseburg section of Pacific highway, 0.61 mile pavement widening and resurfacing.

Multnomah County: Clinton street-Foster road section of 82nd avenue, 1.41 miles paving.

Polk County: Construction of a 150-foot plate girder bridge over the Yamhill river on the Dallas-Coast secondary highway at the junction with the McMinnville-Tillamook highway about three miles from Willamina.

Umatilla County: Holdman-Melner's ranch section of Pendleton-Gold Springs highway, 5.38 miles grade widening, surfacing and oil mat surface treatment and furnish crushed rock in stock piles.

PENDLETON ROUNDUP NEARLY DEBT FREE

PENDLETON, Nov. 22.—(AP)—Financials of the Pendleton Round-up association were reported at a meeting of stockholders here last night to be in the best shape in years, with all but \$2000 in back debts taken care of.

The board of directors for the annual western show, headed by Dr. W. D. McNary, was re-elected. The 1935 roundup will be held September 12, 13 and 14.

WASH OUT 15 MILES OF KIDNEY TUBES

Win Back Pep... Vigor... Vitality

Medical authorities agree that your kidneys contain 15 MILES of tiny tubes of filters which help to purify the blood and keep you healthy.

If you have trouble with too frequent bladder passages with scanty amount causing burning and discomfort, the 15 MILES are signal now to the beginning of nagging backache, leg pain, loss of pep and vitality, getting up at night, hiccups, swollen feet and aches, rheumatic pains and dizziness.

It takes your kidneys 24 hours to filter out the waste matter, your body will take up these poisons causing serious trouble. It may annoy you out and in for you for many months. Don't wait. Ask your druggist for DOAN'S PILLS... a doctor's prescription... which has been used successfully by millions of kidney sufferers for over 40 years. They give quick relief and will help to wash out the 15 miles of kidney tubes.

Don't let these ailments with strong druggists to wash out the 15 miles of kidney tubes. It may annoy you out and in for you for many months. Don't wait. Ask your druggist for DOAN'S PILLS... a doctor's prescription... which has been used successfully by millions of kidney sufferers for over 40 years. They give quick relief and will help to wash out the 15 miles of kidney tubes.



Save Money at Wards



Hot Water Auto Heater
\$5.95

Complete

Sensationally low priced but quality throughout! 2 inch brass core—crackle finish. Easy to install.



Save at Wards on Tire Chains
\$2.98

30x1.50-21

ALL SIZES similarly low

Highest quality. Rock bottom low prices. Wards new case-hardened molybdenum steel tire chains give 50 to 100% more miles. Save also on truck sizes.



23% MORE POWER
THAN U.S. STANDARD

13-Plate Battery
\$3.95

With Old Battery

Not only low priced, but Wards assure you 12 month service. 23% extra power.

100% Pure Pennsylvania Motor Oil!

High quality refined to Wards rigid specification! Sold in 489-stores to cut cost of distribution! For a real buy in good oil, don't miss this chance! Also Sold in 2 & 5-Gal. Cans.

58c Gal. Inc. Tax

In Your Container



Fix Up Your Brakes

\$1.98 Pair for Chev., Pontiac

Shoes sold extra low on our exchange plan

Lined shoes for Ford A-AAs

4 for \$1.19

Lined shoes for Chevrolet. Exchange plan.

4 for \$1.19

Flexible Molded Lining by Foot

1 1/2 x 5-32... 25c
1 3/4 x 3-16... 30c
2 x 3-16... 35c

Similar Saving on Brake Needs All Popular Cars



Auto Top Material

Heavy flexible rubber coat. Water proof. Cotton grain finish.

98c Yd.



Wiper Blade

5-ply channel construction. Fits any wiper arm.

10c Ea.



WARD'S RIVERSIDE AUTO TOP DRESSING

Top Dressing

Makes Auto Top Like New!

Pint of Wards Riverside Top Dressing with brush. Only **59c** For Both



Bargain Horn

Made Possible by Our Low Costs

Penetrating! 5 1/4-in. size. Best magnets. Chrome face.

89c



Generators

For Ford A-AA only \$3.45

Rebuilds that run like new. Ford T

\$3.45



Riverside Plugs

Produced at Wards Low Costs

Even TWICE Wards price won't buy a better plug.

33c



Generator

For Chevrolet. A Ward rebuilt that runs like new. Save.

\$3.45



Strap Chains

For Emergencies! Easy to Put On

No getting down in mud or jacking up car. Low as...

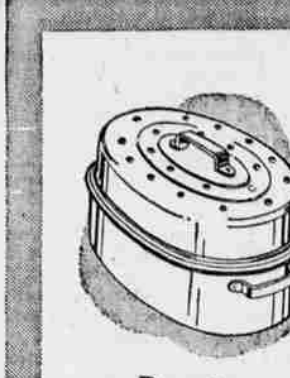
39c Ea.



Ignition Sets

Made of flexible copper wire. Insulated and lacquered for Chevrolet.

39c set



Roaster

Aluminum! Self-Basting Cover

Heats quickly. Holds a 12-pound fowl.

Special value! **\$1.75**



Silverware

Silver Plated to Last 10 Years!

Teaspoon, tablespoon, knife, fork. Attractive!

10c Ea.



\$1.39 Food chopper: heavily tinned.

25c Mining knife: 5 1/2-in. single blade.

25c Rolling pin: 17 in. long. Polished.

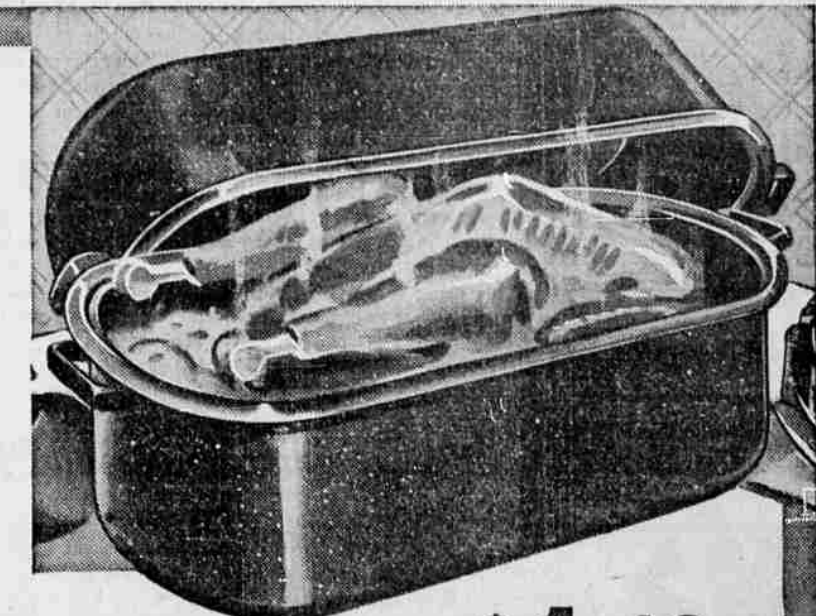
25c Sifter: 11-in. wood handle. 8 1/2" size.

59c Heavy Beater and plecter: quart size.

79c Slicing knife: 8-inch blade.

25c Rice: heavily tinned. Very strong.

50c Percolator: polished aluminum. 6 cup.



\$1.19

Wards Thanksgiving Special

Enamel Roaster

A 12 or 14-pound turkey will be done to a turn in this blue enameled roaster. The self-basting cover and bottom raised to prevent scorching aid busy cooks. Easy to manage—handles on cover and bottom! So low-priced you'll have money left for the all-important accessories!

Same roaster for 7-pound roast, low-priced at only **\$1.19**



Toaster

Chrome-Plated, Electric

Turnover type. Modern design. Bakelite base.

\$1.29



Combinet

Casual Low Price 89c—Sale Price

White enamel on steel. Wide rim. 8-qt. size. Sanitary.

79c



Electric Lamp

100 Watt, Inside Frosted

For better light.

60 Watt **10c**
30 Watt **10c**



Enamelware

Usual Low Price 39c—Sale Price

Iron and black. 5 of the most used kitchen utensils, each at low price!

29c Ea.



Cast-Iron Ware


Lasts a lifetime! Ground smooth inside! Durable.

5-qt. Dutch Oven **\$1.59**
11-in. Deep Fryer **\$1.49**
10 1/2-in. Skillet **89c**



Oven-Proof Pyrex

Casserole, covered—1-qt. size **75c**
Bread Pan, 9 1/8 by 5 1/8 by 2 7/8 inches **65c**
Baking Dish, 10 1/2 by 6 1/2 by 2 inches **75c**
Pie Plate, 9 1/2 by 1 1/2 inches **45c**



Three Glasses

Colonial design. Medium weight, not easily broken.

10c



Coffee Maker

Makes Perfect Coffee! Simple!

Aluminum, modern design. 8 cup size.

75c



Corn Popper

Electric! With 8-Oz. Can of Corn

Heavily tinned. 2 lbs. per min. Nut grinder; 2 knives.

\$1.19



Food Chopper

Sanitary! Easy to Clean

Heavily tinned. 2 lbs. per min. Nut grinder; 2 knives.

\$1.50



Coffee Maker

Makes Perfect Coffee! Simple!

Aluminum, modern design. 8 cup size.

75c



Corn Popper

Electric! With 8-Oz. Can of Corn

Heavily tinned. 2 lbs. per min. Nut grinder; 2 knives.

\$1.19

MONTGOMERY WARD